LEO BURNETT COMPANY, *Inc.*
Ad No. 237—Req. No. 1411J—1 page—B&W—4½ x 7¼ in.—Amvets State Convention Program, 1961 (A)

5 tips on good taste

Each one of these cigarettes offers a smoking man (or woman) something special to take to. Philip Morris blends them that way. Each has its own special combination of leaves and casings which gives each its own brand of distinctive flavor. And whichever blend suits your good taste you can be sure of enjoying one of America's finest cigarettes. Why not try one soon?

Philip Morris
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Makers of America's finest cigarettes • Made in Louisville, Kentucky

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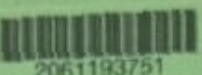
The AMVETS and its Auxiliary



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